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IN THE CLAIMS:

Please cancel Claims 10-29, and add the following new Claims 30-49:

Claim 1-29. (Cancelled)

1-30. (New) A method for enabling internet access to content located by a domain name, the domain name including a user-selected subdomain label that is not associated with an IP address in a zone file of any higher-level domain, the method comprising:

operating a host having an IP address specified by an internet-class resource record for a domain name server, in that the resource record associates the host IP address to a host domain name in a zone file of the domain name server, and wherein the host domain name comprises (a) a subdomain labeled with a designated wildcard character of a domain name system and (b) at least one higher-level domain name;

configuring a content address according to a content storage system of the host independently of the domain name system, the content address comprising a user-selected label, wherein the user-selected label comprises at least one character that is not the designated wildcard character;

storing content in the content storage system, the content addressed by the content address;

receiving a domain name configured in accordance with the domain name system, the domain name comprising the host domain name with the user-selected label substituted for the designated wildcard character;

determining the content address from the user-selected label;

retrieving the content from the content storage system using the content address;

and

serving the content.

~~2~~<sup>1</sup>~~31~~. (New) The method of Claim ~~30~~<sup>1</sup>, further comprising maintaining a searchable database of a plurality of user-selected labels, each of the plurality of user-selected labels associated with a corresponding content address of the content storage system.

~~3~~<sup>1</sup>~~32~~. (New) The method of Claim ~~30~~<sup>1</sup>, wherein the serving step further comprises serving a frameset for the content, the frameset comprising at least one provider frame and a client frame.

*CONF* ~~4~~<sup>3</sup>~~33~~. (New) The method of Claim ~~32~~<sup>3</sup>, wherein the serving step further comprises serving the client frame configured for display of the content.

~~5~~<sup>3</sup>~~34~~. (New) The method of Claim ~~32~~<sup>3</sup>, wherein the serving step further comprises serving the provider frame configured for display of advertising content.

~~6~~<sup>1</sup>~~35~~. (New) The method of Claim ~~30~~<sup>1</sup>, wherein the receiving step is performed by a scheduler, and further comprising directing the domain name from the scheduler to a redirector so as to balance load from a plurality of requests.

~~7~~<sup>6</sup>~~36~~. (New) The method of Claim ~~35~~<sup>6</sup>, wherein the determining step is performed by any one of a plurality of redirectors, each configured for parsing the domain name.

~~8~~<sup>1</sup>~~37~~. (New) The method of Claim ~~30~~<sup>1</sup>, further comprising receiving the content for storage on the content storage system from a user that selected the user-selected label.

*9*~~38~~. (New) The method of Claim *30*<sup>1</sup>, further comprising comparing the user-selected label to a plurality of previously-selected labels each comprising a corresponding content address of the content storage system.

*Cl cont* *10*~~39~~. (New) The method of Claim *30*<sup>1</sup>, further comprising auctioning the user-selected label for bids from a plurality of bidders.

*11*~~40~~. (New) The method of Claim *30*<sup>1</sup>, further comprising defining the user-selected label to appear like nested subdomains of a domain name configured in accordance with the domain name system.

12/41. (New) A system for enabling internet access to content identified by a user-selected domain name comprising a subdomain, without requiring that the subdomain be associated with an IP address of a higher-level domain, the system comprising:

an internet-connected host computer, the host computer having an IP address specified by an internet-class resource record for a domain name server, wherein the resource record associates the host IP address to a host domain name in a zone file of the domain name server, and wherein the host domain name comprises (a) a subdomain labeled with a designated wildcard character of a domain name system and (b) at least one higher-level domain name;

a memory operably associated with the host computer, the memory holding instructions comprising:

configuring a content address according to a content storage system of the host computer independently of the domain name system, the content address comprising a user-selected label, wherein the user-selected label comprises at least one character that is not the designated wildcard character;

storing content in the content storage system, the content addressed by the content address;

receiving a domain name configured in accordance with the domain name system, the domain name comprising the host domain name with the user-selected label substituted for the designated wildcard character;

determining the content address from the user-selected label;

retrieving the content from the content storage system using the content address; and

serving the content.

<sup>12</sup>  
~~13~~<sup>42</sup> (New) The system of Claim ~~41~~<sup>12</sup>, wherein the program instructions further comprise maintaining a searchable database of a plurality of user-selected labels, each of the plurality of user-selected labels associated with a corresponding content address of the content storage system.

<sup>12</sup>  
~~14~~<sup>43</sup> (New) The system of Claim ~~41~~<sup>12</sup>, wherein the program instructions further comprise serving a frameset for the content, the frameset comprising at least one provider frame and a client frame.

<sup>14</sup>  
~~15~~<sup>44</sup> (New) The system of Claim ~~43~~<sup>14</sup>, wherein the program instructions further comprise serving the provider frame configured for display of advertising content.

<sup>12</sup>  
~~16~~<sup>45</sup> (New) The system of Claim ~~41~~<sup>12</sup>, further comprising a scheduler connected to the host computer, the scheduler configured to direct the domain name from the scheduler to a redirector so as to balance load from a plurality of requests.

<sup>12</sup>  
~~17~~<sup>46</sup> (New) The system of Claim ~~41~~<sup>12</sup>, further comprising a plurality of redirectors, each configured for parsing the domain name.

<sup>12</sup>  
~~18~~<sup>47</sup> (New) The system of Claim ~~41~~<sup>12</sup>, wherein the program instructions further comprise receiving the content for storage on the content storage system from a user that selected the user-selected label.

<sup>12</sup>  
~~19~~<sup>48</sup> (New) The system of Claim ~~41~~<sup>12</sup>, wherein the program instructions further comprise comparing the user-selected label to a plurality of previously-selected labels each comprising a corresponding content address of the content storage system.

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49. (New) The system of Claim <sup>12</sup>~~41~~, wherein the program instructions further comprise auctioning the user-selected label for bids from a plurality of bidders.

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